

## ORDER



**Orders**  
**Order / Rev:** 714964  
**Alt Order #:** 06324111  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/25/12 / 10/25/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	71	\$129,150.00	\$109,777.50
10/22/12	10/28/12	16	\$13,800.00	\$11,730.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	87	\$142,950.00	\$121,507.50	0.00
<b>Totals</b>	<b>87</b>	<b>\$142,950.00</b>	<b>\$121,507.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/16/12	10/22/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		5			\$1,000.00		0.00				
2	WUSA	10/16/12	10/22/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		5			\$400.00		0.00				
3	WUSA	10/16/12	10/22/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		5			\$1,500.00		0.00				
E 4	WUSA	10/16/12	10/19/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	-TWTF--	:30	4	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	-TWTF--		4			\$400.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NUSA	10/16/12-10/22/12	DT		9a-3p	(12:30 PM-3:00 PM) TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
	Credited														
	5	NUSA	10/16/12-10/22/12	DT		9a-3p	(12:30 PM-3:00 PM) TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
	Credited														
5	WUSA	10/16/12	10/22/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

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Advertiser: Obama/D/President  
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WUSA	10/16/12	10/22/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$1,500.00			0.00			
6	WUSA	10/16/12	10/22/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$225.00			0.00			
7	WUSA	10/16/12	10/22/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$325.00			0.00			
8	WUSA	10/16/12	10/22/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$200.00			0.00			
9	WUSA	10/16/12	10/22/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$1,200.00			0.00			
10	WUSA	10/16/12	10/22/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$1,500.00			0.00			
11	WUSA	10/16/12	10/22/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$225.00			0.00			
12	WUSA	10/16/12	10/22/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	5	\$1,500.00	P-3	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$1,500.00			0.00			
13	WUSA	10/16/12	10/22/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$1,500.00			0.00			
14	WUSA	10/16/12	10/22/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$125.00			0.00			
15	WUSA	10/16/12	10/22/12	9-10a Inside Edition/Insider	CM	9-10a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$100.00			0.00			
16	WUSA	10/19/12	10/19/12	Fri Prime A Hawaii Five-0	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1			\$3,000.00			0.00			
17	WUSA	10/20/12	10/20/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1			\$4,000.00			0.00			
18	WUSA	10/20/12	10/20/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1			\$150.00			0.00			
20	WUSA	10/18/12	10/18/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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20	WUSA	10/18/12	10/18/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---		1			\$14,000.00			0.00			
21	WUSA	10/16/12	10/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	7	\$1,000.00	P-3	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTFSS		7			\$1,000.00			0.00			
22	WUSA	10/16/12	10/16/12	Prime Political Program Presidential Debate #2	CM	Tue 9-11p	-T-----	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1			\$18,000.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	10/15/12-10/21/12		Prime Political Program		Tue 9-11p	-T-----	:30		<del>\$18,000.00</del>		0.00	NM		
		See MG 22.2 [Due to break availability taken away by CBS]													
2	WUSA	10/21/12-10/21/12		Face the Nation		1030-11a	-----Su	:30		\$18,000.00		0.00	NM		
		Ⓜ MG for 22.1 10/16													
23	WUSA	10/16/12	10/16/12	Tue Prime A NCIS: Los Angeles	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1			\$20,000.00			0.00			
24	WUSA	10/16/12	10/16/12	Prime Political Program Presidential Debate #2	CM	Tue 9-11p	-T-----	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1			\$18,000.00			0.00			
25	WUSA	10/22/12	10/22/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	M-----		1			\$1,500.00			0.00			
Totals														87	\$142,950.00